

## ABSTRAK

**Deuis Pramida (1200275)**, “Efektivitas Penerapan Model Pembelajaran Multiliterasi Terhadap Pengembangan Keterampilan Literasi Media Peserta Didik Pada Program BK-TIK”

Penelitian ini mengkaji tentang permasalahan “efektivitas penerapan model pembelajaran multiliterasi terhadap pengembangan keterampilan literasi media peserta didik pada program BK-TIK di SMP Laboratorium Percontohan UPI Kampus Cibiru Bandung”, sedangkan tujuan umum dilakukannya penelitian ini adalah untuk mendeskripsikan efektivitas penerapan model pembelajaran multiliterasi terhadap pengembangan keterampilan literasi media peserta didik pada program BK-TIK di SMP Laboratorium Percontohan UPI Kampus Cibiru Bandung. Metode penelitian yang digunakan dalam penelitian ini adalah metode kuasi eksperimen, dengan desain penelitian yang digunakan *Single group interrupted time series design*, sedangkan populasi peserta didiknya kelas VII Program BK-TIK di SMP Laboratorium Percontohan UPI Kampus Cibiru Bandung, sebanyak 60 orang dengan sampel 30 orang. Pengolahan data uji hipotesis dilakukan dengan uji t-dua sampel (*sampel paired test*) berbantuan *SPSS Statistics 20* dan selanjutnya penarikan simpulan. Berdasarkan hasil penelitian yang diperoleh di lapangan, secara umum dapat disimpulkan bahwa penerapan model pembelajaran multiliterasi efektif terhadap pengembangan keterampilan literasi media peserta didik pada program BK-TIK. Secara khusus, simpulan penelitian dapat diuraikan sebagai berikut, simpulan yang pertama, penggunaan model pembelajaran multiliterasi secara signifikan efektif terhadap pengembangan keterampilan literasi media peserta didik aspek *critical understanding* sebelum dan sesudah menerapkan model pembelajaran multiliterasi. Simpulan yang kedua, penggunaan model pembelajaran multiliterasi secara signifikan efektif terhadap pengembangan keterampilan literasi media peserta didik aspek *social competence* sebelum dan sesudah menerapkan model pembelajaran multiliterasi.

Kata kunci: Model Pembelajaran Multiliterasi, Keterampilan Literasi Media

## ***ABSTRACT***

**Deuis Pramida (1200275),** “The Effectiveness Application of Learning Multiliteracy Model in Development Media Literacy Skills of Students in BK-TIK Program”

The study reviewing issues about " the effectiveness application of learning multiliteracy model in development media literacy skills of student in BK-TIK program at Indonesia university of education pilot laboratories junior high school (Lab. School) at Cibiru Bandung”, while the general purpose of this study was to describe the effectiveness application of learning multiliteracy model in development media literacy skills of student in BK-TIK program at Indonesia university of education pilot laboratories junior high school (Lab. School) at Cibiru Bandung. The method used in this study is a quasi-experimental, with single group interrupted time series design, while the population of student class VII in BK-TIK program at Indonesia university of education pilot laboratories junior high school (Lab. School) at Cibiru Bandung as many as 60 people with a sample of 30 people. Data processing hypothesis test with two-sample t-test (paired sample test) aided SPSS Statistics 20 and then drawing conclusions. Based on the research results obtained in the field, in general it can be concluded that the application of learning models multiliterasi effectively to the development of media literacy skills of students in BK-TIK program. In particular, the research conclusions can be described as follows, concluding the first, there is a significant difference before and after applying the learning model multiliterasi to the development of media literacy skills aspect critical understanding. The second conclusion, there is a significant difference before and after applying the learning model multiliterasi on media literacy skills development aspect of social competence.

**Keyword:** Multiliteracy Model, Media Literacy Skills